CALIFORNIA -LAND SHOW

EIGHTH & MARKET STREETS

SAN FRANCISCO

Given Under the Auspices

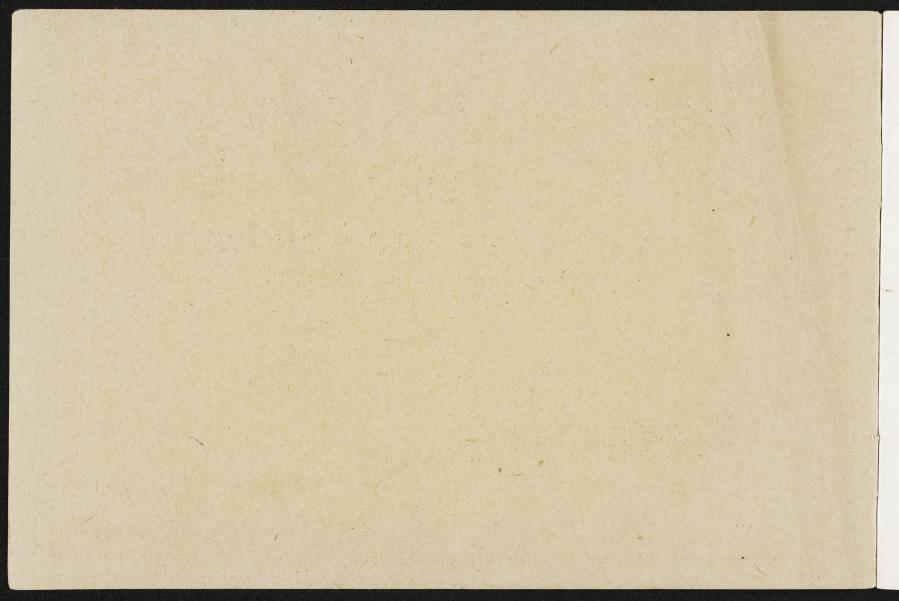
of the

San Francisco Real Estate Board

Edward H. Brown, General Manager

510 MILLS BUILDING, S. F.

October 13th-28th, 1917



Opening Day
October 13, 1917

Closing Day
October 28, 1917

The California Land Show

An Exposition of the Land of California and its Resources



To be given under the auspices of the San Francisco Real Estate Board at Eighth and Market Streets, San Francisco, California

EDWARD H. BROWN, General Manager 510 Mills Building, San Francisco Telephone Sutter 7377

San Francisco Real Estate Board

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California Land Show, 510 Mills Building, San Francisco Telephone Sutter 7377

Everybody Remembers The California Land Show of 1913

300,000 persons who attended conceded this event to be the greatest exposition of its kind ever held anywhere



The land of California—broad fertile plains, sun-kissed hills, and watered valleys, waiting with untold riches for the hand of the tiller of the soil.

Foreword to Exhibitors and the Landless Man

HE "back to the soil" movement was never stronger in the United States than it is today, and the landless man everywhere is seeking out his bit of ground for surcease from the grinding economic conditions of the congested eities.

The California Land Show has been designed by the San Francisco Real Estate Board to meet the need of the landless man. California has thousands of acres of amaz-

ingly rich soil waiting for the hand of the farmer. Much of its most fertile territory has been held for years by individual owners in tracts of tens of thousands of acres. These holdings are being cut up into small farms and townsites and developed by irrigation and reclamation for occupation by thousands of families where only sheep and cattle grazed before.

The California Land Show, which will open in San Francisco, Eighth and Market Streets, on Saturday, October 13th, and continue until and including Sunday, October 28th, will be a complete and absorbingly interesting exposition of the soil of California and its varied resources, both agricultural and industrial.

The homeseeker, whether he be in search of a suburban villa site within commuting distance of one of the large cities or a ten-acre farm in one of California's fertile valleys, will find in the Land Show his book of reference, his guide to



A Luther Burbank exhibit artistically set in the midst of redwood decorations.

the soil, and his lexicon of the State in which no word descriptive of its resources has been omitted.

The interests of San Francisco, through which the tide of incoming home-seekers, investors, and buyers inevitably flows, are intimately related with the interests of the State at large, and for that reason it is peculiarly fitting that the Land Show should be given in the metropolis. The mission of the city, through the Real Estate Board, shall be to bring together the potentially productive population of the city and the productive land of the country.

In all respects the Land Show will be THE SHOW OF INDIVIDUALITY. From the opening day until the closing day there will be no idle or dull moment for the visitor. Daily programs of music will be provided, and interesting and instructive courses of lectures by experts in every branch of agriculture will offer university advantages to the visitor.

To the exhibitor and to the land-hungry and to the seeker of entertainment, the California Land Show spells opportunity.

President.



The old Dutch windmill showing the possibilities of effective arrangement of fruit.

THE EXHIBIT PAVILION

The Land Show will be housed under canvas in a great pavilion at Eighth and Market Streets, San Francisco. The pavilion will be erected in seven connected sections, the grand entrance facing Market Street. The whole area covering a total of 200,000 square feet or in comparison four times as large as the famous Coliseum of Chicago.

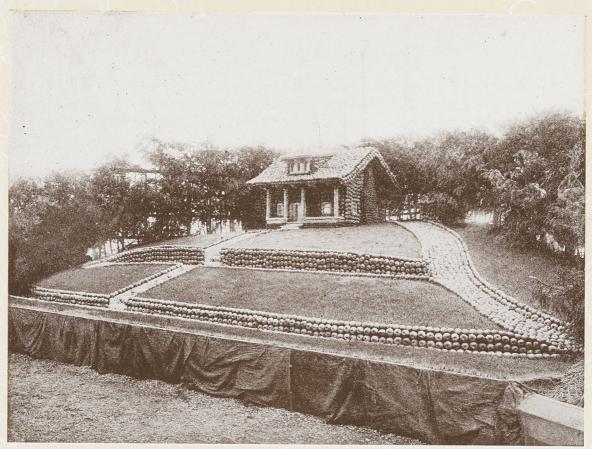
The exhibits will be grouped with careful attention to classification and harmonious arrangement.

Of the total floor space of 200,000 square feet, over one-half will be given up to broad aisles, bandstands and passageways to insure ample room for the visiting crowds and to prevent inartistic congestion of exhibits. The aisles will average fifteen feet in width. Every exhibition space will be accessible.

Exhibit spaces vary from 100 square feet up, the plans providing room for over three hundred individual displays.

UNIQUE DECORATIVE SCHEME

When the doors of the Land Show are thrown wide on Opening Day, a fairyland scene will be disclosed to the visitor. There will be none of the time-worn tinsel and bunting spread broadcast over bare planks. Instead, from the en-



A clever exhibit suggestion. From foundation to roof-tree this home is built of apples.

trance gate to the innermost recess of the pavilion the expanse of canvas walls will be converted into a woodland bower in which the exhibits will be placed, each in its appropriate setting.

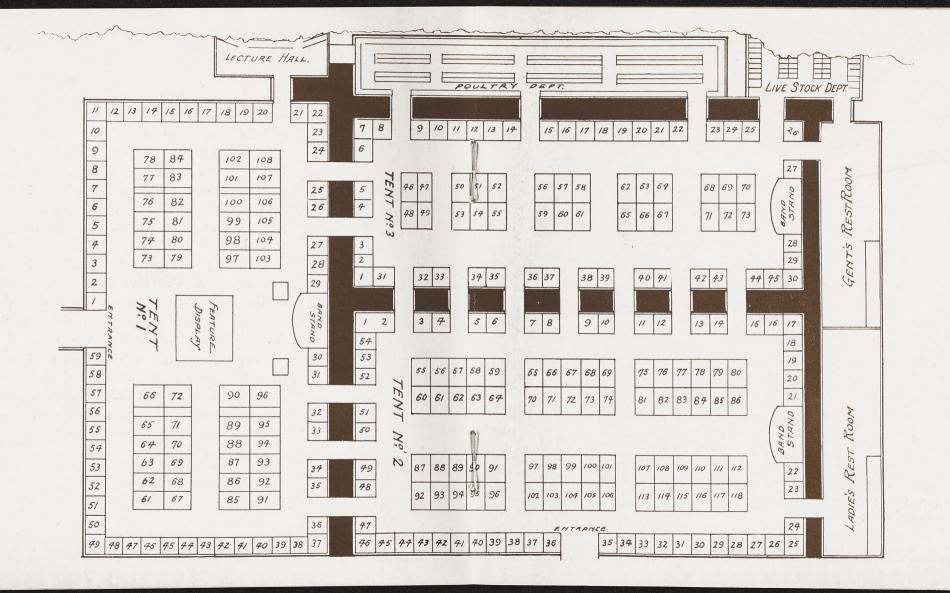
The dominating medium of the decorations will be the California redwood, the beautiful ever-living wonder of the California forests. The main poles supporting the roof of the pavilion will be ingeniously encased in redwook bark, sweeping boughs of the evergreen transforming the bare timbers into living replicas of the forest giants. The quarter poles at the sides will be similarly treated.

The lofty ceilings of the pavilion will be brilliantly lighted with rose-shaded electric lights. Over five thousand lights will be used in making the night scenes of the show even more scintillant than the day.

Daily installations of floral exhibits and artistic grouping of ferns and flowering shrubs will add to the woodland attractiveness of the decorations.

Seven huge tents will be used to form the exhibit pavilion, but they will be made to appear as one enormous hall by connecting tunnels at intervals of twenty feet on every side. These tunnels will be built in grotto form and will be brightly lighted. Every part of the pavilion's seven sections will be accessible by broad aisles to every other part.

Floor plan of the Exhibit
Pavilion CALIFOR
NIA LAND SHOW
Eighth and Market Sts.,
San Francisco, Oct 13-28
inclusive. All side spaces
10x12 feet. All center
spaces 10x15 feet. An
exhibitor can contract
for as many square feet
as he requires.



200,000 square feet of floor space. Location 8th and Market Sts. Attendance 300,000 [based on 1913 show.] Admission 25 cents, children 10 cents. Charges for space 75 cents per square foot, [including hauling of exhibits to and from freight offices]



Interior view of a well-arranged fruit exhibit. The California Land Show will be many times the size of this pavilion.

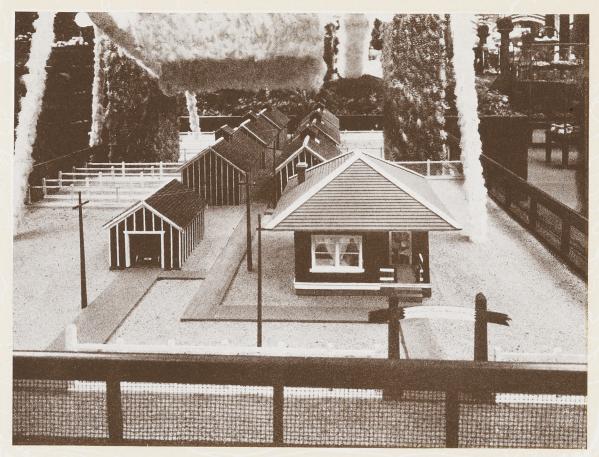
ADVANTAGES TO EXHIBITORS

In keeping with its character as <u>THE SHOW OF INDIVIDUALITY</u>, the California Land Show offers unusual financial advantages to exhibitors. The fee for floor space for exhibits is less than one-half that charged at any land show in the United States. The fixed charge, the same rate to all exhibitors, is seventy-five cents per square foot, the minimum space contracted for being 100 square feet.

The admission charge has also been placed at the minimum, twenty-five cents for adults and ten cents for children. A low admission charge is vitally important to exhibitors; it insures the maximum attendance and the maximum quality of attendance.

Previous Land Shows in other parts of the country have proved most powerful agents of publicity for every individual exhibitor and section represented. The California Land Show will return its cost many times over to every exhibitor in increased business and prosperity. It is the cleanest and soundest advertising for California and for California business of every description because it will reach personally and in a compelling way close to half a million people.

The management is prepared to afford especial facilities for the assistance of exhibitors in the installation of their displays. Expert decorators will be available. Ample time for installation before opening day is provided. Every possible aid in planning and arranging displays will be given.



Miniature poultry farm exhibit.

The entire Land Show is planned on new and novel lines. The exhibits will be unique, interesting and instructive. Exhibits of the old-fashioned, tawdry and cheap type will not be accepted.

In planning the Land Show the San Francisco Real Estate Board has endeavored to grade the charges to pay the expenses and no more than expenses. This is not a profit-making project nor to serve any individual interest. It is for the common interest of the whole of California.

INDUSTRIAL DISPLAYS

Industrial displays will be encouraged and the Land Show presents an excellent opportunity to the manufacturer and jobber wishing to display and demonstrate his wares to the thousands that will attend this event during its sixteen days and nights.

TRANSPORTATION OF EXHIBITS

All railroads are co-operating with us toward the success of this event to the extent of transporting all exhibits as express consigned to The California Land Show free of charge, providing they are returned to the point from which they were originally shipped, and have granted us an excursion rate of fare-andone-third during this event.



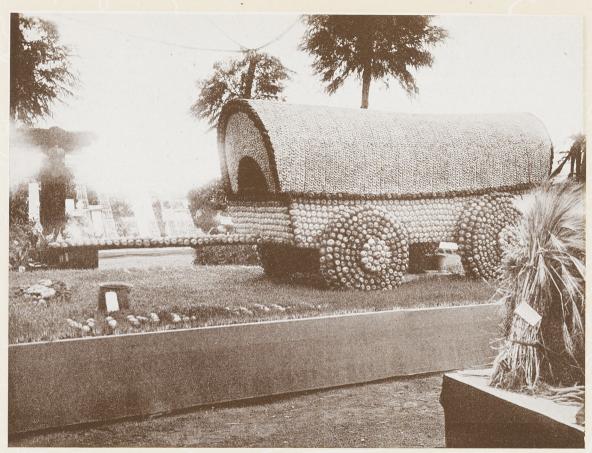
Product feature exhibit.

All goods must be consigned to CALIFORNIA LAND SHOW, SAN FRAN-CISCO. Name of exhibitor and SPACE NUMBER on address and written notice mailed to management at time of shipment. All country exhibits so addressed will be picked up at freight offices and railways and steamship docks and delivered to the exhibitor's space free of charge. Exhibits will be received at the entrance where there will be on duty a receiving clerk who will send notice on arrival of goods to those in charge of the space for which the goods are marked, immediately upon arrival. Under no circumstance will goods be received on which there are CHARGES OF ANY KIND. The receiving clerk will be placed at the entrance for the convenience of the exhibitors. THE CALIFORNIA LAND SHOW will not be responsible for any loss or damage to goods consigned to its care.

ENTERTAINMENT

From the opening day of the Land Show to the closing day special entertainment features will be provided for the amusement of the crowds that will throng the pavilion. The management is planning these entertainments to serve as accompaniments to the exhibits that will add to their interest without monopolizing the attention of visitors.

Instead of the usual central bandstand, three bandshells will be built, one in each section of the pavilion. Appropriate musical programs will be given every



There is no limit to the display that can be made with fruit.

afternoon and evening during the show. While a brass band is playing in one stand, a famous Hawaiian orchestra and quartet will be discoursing native melodies in another and a soloist will be giving a program of songs in the third. In this manner a medley of discordant sounds will be avoided as well as the concentration of entertainment in a single spot.

Lecture halls will be provided for courses of addresses by experts on agriculture in which the Agricultural College of the University of California and the Land and Industrial Department of the Southern Pacific Company will cooperate. The visitor seeking the maximum educational value from the Land Show will be offered instructive courses in the analysis of soils, the cultivation of special crops, rotation of crops, preparation and selection of seeds, selection of land, irrigation and reclamation. Moving pictures will be used to illustrate these lectures.

Individual exhibitors will provide special features of entertainment in connection with their displays.

FOR THE CONVENIENCE OF VISITORS

Anticipating the needs of the great crowds that will flock to the Land Show, the management has provided every accommodation for their comfort and convenience.

Under a well-controlled concession arrangement a first-class cafe will be installed where meals may be obtained at all hours. No liquors will be served in any part of the pavilion, and smoking will be permitted only in the comfortable smoking room provided.

A rest room for women will be an attractive feature, and a nursery, with competent maids in attendance, will be provided for the benefit of mothers and children. Here young children may be left with every assurance of their safety while the parents wander carefree through the show.

Attractive booths will be located at accessible points where candy, fruits and soft drinks may be obtained.

SPECIAL DAYS OF ENTERTAINMENT

Full opportunity will be given the various counties and the individual districts represented at the Land Show to stimulate interest in their direction. Special days will be arranged for the entertainment of visitors from these districts and for the attraction of visitors to them.



Premium List of California Land Show

will be forwarded under seperate cover





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